



# **Business Mastery: A Guide for Creating a Fulfilling, Thriving Business and Keeping it Successful**

*Cherie M. Sohnen-Moe*

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This best-selling business manual for wellness practitioners covers the major aspects of building and maintaining a successful practice. The all-new Fourth Edition is completely updated and includes information about how to effectively negotiate, keep up with the latest research, deal with difficult clients, increase career longevity, and attract first clients. Practical tools and tips teach how to market skills, work smarter, develop alliances through networking, fine-tune communication skills, and increase profits. This text is perfect for both practicing body workers and students as the road map that helps navigate the way to a highly successful and enjoyable career.

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